

# President's Message

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## Local and Regional Promotion

**A** major goal of the Prestressed Concrete Institute is to encourage State, Regional, and Zone organizations to develop Marketing Programs funded at a level equivalent to PCI Producer Member dues from the respective areas. If we were able to segregate all of the costs identified with the many local efforts, we would probably be much closer to this objective than many of us realize.

The California, New England, and Carolina-Georgia Marketing Directors support exceeds these amounts for their respective regions without placing a dollar value on the countless hours contributed by the Producer, Associate, and Professional members and their employees. Other State and Regional Associations have less formal budgets; however, the number of joint seminars and other promotional activities are significant and involve substantial expenditures.

Some of the seminars held during the past year, with others still to come include:

- Boise, Idaho, on March 3, organized by the Structural Engineers Association of Idaho and sponsored by three PCI Producer Members, with about 50 attendees.
- Seattle, Washington, on March 11, organized by the Washington Precast Concrete Industry, with approximately 140 in attendance.
- San Fernando Valley on August 4, Los Angeles on August 5, and Orange County on August 6 were three of the numerous seminars held by the PCI—PCMAC California Marketing Program in 1981.
- Chicago and Springfield, Illinois on September 15 and 16, sponsored by the Precast Prestressed Concrete Producers of Illinois, with a total attendance of 250.

These are only a few of the promotional and educational efforts by groups. Once we add the many individual company programs, the impact on the design community becomes tremendous. Thanks to all of you for spreading the word.

*Robert E. Seaborn*